



**State of Vermont
Department of Buildings & General Services
Government Business Services Directorate**

Vermont Information Centers Division

**FAIR HAVEN WELCOME CENTER
P O Box 186, Route 4, Exit 1
Fair Haven, VT 05743**

MEMORANDUM

TO: Brochure Program Customers
FROM: Cindy Roberts, Brochure Program Manager
DATE: March 1, 2013
SUBJECT: 2013-2014 Brochure Registration Form

Enclosed you will find the 2013/2014 Brochure Registration Form for rack space in the State of Vermont Welcome and Information Centers for the next registration cycle – May 1, 2013 thru April 30, 2014.

- **The State's newest Welcome Center, the Hartford Southbound Welcome Center, opened on October 1, 2012 and is available on this form for registration of your print material. Hartford is holding strong in its visitation and is estimated to host over 350,000 visitors in its first year of service.**
- **The P & H Truck Stop in Wells River (Exit 17 off I-91) remains available for display. They host approximately 456,000 visitors each year, but currently have very limited rack space. These slots are available on a first-come, first-serve basis. We will be maintaining a waiting list once these slots fill up and will notify those on the waiting list as space becomes available. Get your paperwork in quickly to establish your slot at P & H!**
- **Please note that in some cases, customers will see an increase due to rate changes. Increases in distribution costs and in visitation have bumped the Hartford Welcome Center and the Williston North Visitor Center up from a \$20.00 to a \$50.00 site. Our \$6.00 sites have been increased to \$10.00. While we continue to believe that brochure placement at our State Visitor Centers remains a tremendous value, please contact me directly to arrange for advice on strategic placement of your brochures.**
- **The Bennington Welcome Center is under construction and scheduled to open this summer. This beautiful new Welcome Center will greet visitors from Connecticut, New York, New Jersey, and Massachusetts and other points from the South. As a gateway welcome center Bennington is projected to host between 300,000 and 500,000 visitors in its first year. Make sure to check the box for Bennington if you want your message and story told at this state-of-the-art visitor center.**

Please direct all program questions to me (Cindy Roberts) at the Fair Haven Welcome Center by phone at 802-265-2210, or by e-mail at: cindy.roberts@state.vt.us. I will be happy to provide any advice or assist with any questions you may have. You can also go on-line and view or print a registration form from the VICD website at the following link: http://bgs.vermont.gov/information_centers/forms You are encouraged to contact the VICD Director -- Ed von Turkovich -- directly with any suggestions on how we can better promote the State's attractions and businesses from our network of visitor centers. Ed can be reached by phone at 802-828-3648 or by email to ed.vonturkovich@state.vt.us

ADDITIONAL MARKETING TOOLS AT YOUR FINGERTIPS

When thinking about the power your brochure has in the marketplace, do not forget to take advantage of the services also provided by the following partners. Both of the professional distribution companies below reach a significant share of visitors through their strategic placement of brochures at choice locations across the State.

PP&D Brochure Distribution

Bill Orleans, www.ppdbrochure.com; bill@ppdbrochure.com
802-862-4366.

CTM Media Group

Julie Bowyer, jhbwyer@ctmmmedia.com; www.ctmmmediagroup.com
802-440-3058.

I also encourage you to look at and consider taking advantage of becoming part of the **Windows of Vermont** virtual video and brochure concept hosted by **Brant Dinkin and the Information Gallery**. The Windows of Vermont kiosks are at several of our key Welcome Centers. Information Gallery also provides a brochure distribution in twelve premium high traffic visitor locations in the Champlain Valley.

Brant Dinkin and the Information Gallery

<http://www.blumap.com/sales/Pages/windows-what-you-get.html>;
travel@blumap.com;
802-434-4569.

ADVERTISING PANELS – EXPANDED OPPORTUNITY

We have expanded the opportunity to display advertising panels at the VICD network of visitor centers. If you would like to take advantage of a more formal and longer-lasting marketing opportunity at any of our visitor centers, please take a look at some examples of existing panels by going to our web site at:

http://bgs.vermont.gov/information_centers/marketing

Lisa Sanchez can work with you to achieve a marketing strategy that is affordable and will yield great dividends. For more details, please contact Lisa by phone or by email at

Lisa.sanchez@state.vt.us
802-793-9918

Route 802 is strengthening Vermont's economy by promoting local businesses through statewide digital marketing, mobile apps and a cross-border outreach program. **For more info:** info@route802.biz; www.route802.biz



Driving Business to Vermont

FAIR HAVEN WELCOME CENTER
Brochure Direct Line: 802-265-2210,
or cindy.roberts@state.vt.us
Fax 802-265-2136

OPTION! AUTOMATIC "SIGN ME BACK UP"

***YOU CANNOT USE THIS PAGE IF YOU ARE SIGNING UP FOR THE FIRST TIME.
* IF YOU CHOOSE TO USE THIS PAGE, NO OTHER PAPERWORK NEEDS TO BE
SUBMITTED.**

If you have been registered with us for one year or more, you have the option of signing off on this page and we will automatically re-register you for another year. Just check the line below that applies to you.

_____ Yes, I want you to sign me back up and repeat exactly what I did last year.

_____ Yes, I want you to sign me back up with the following additions/deletions: _____

_____ Oh, yes, and sign me up also for the P & H Truck Stop if there is space available.

Brochure Title: _____ Previous Reg. # _____

Business Name: _____

Contact: _____

Street Address: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Business Tel.: _____ Fax: _____

E-mail: _____ Web Site: _____

Signature

Date

Return completed and signed form with one copy of your brochure to: FAIR HAVEN WELCOME CENTER,
PO BOX 186, FAIR HAVEN, VT 05743.

Note: We recommend making a copy for your records. JUST FAX (265-2136) OR EMAIL
(cindy.roberts@statevt.us) THIS PAGE TO ME OR YOU MAY MAIL IT, IF YOU WISH.

Vermont Information Center Brochure Display Agreement

HOW DO YOU PLAN TO DELIVER YOUR BROCHURES? There is only one answer to this question, either A, B or C, and combinations of delivery services will not be accepted.

*A) I would like to have the warehouse deliver _____

*B) I will be distributing directly to the welcome/info centers through another company
_____ Who? _____

*C) I will be distributing my brochures myself, and I understand that I am responsible for checking with the centers and restocking when necessary _____

*This is a required field, and the registration process could be delayed for lack of information.

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The following section should be filled out only if you've chosen warehouse delivery for your delivery service.

At the end of the registration period, or when a stock of brochures becomes obsolete, I prefer that the remaining stock be: (check one)

_____ Retained at the warehouse for distribution in the next registration cycle.

_____ I will contact the warehouse myself and make arrangements to have them returned to me at my expense. (1-866-540-6335)

_____ Recycled @ \$.07 per lb. for any quantity above 100 lbs. in weight with the cost billed to me.

Business/Organization Name: _____

Brochures remain the property of the registrant at all times. The State of Vermont, including VICD, shall not take title or be responsible for the brochures or the cost of producing them at any time. The State will not be liable if the brochures or other promotional materials are damaged or destroyed at information centers or the distribution center. You may wish to review your insurance policy to ensure adequate coverage. I have read the policies written above and agree to abide with the requirements of the program. One copy of the brochure is enclosed with this application.

Signature: _____ Date: _____ Please Note: Do *not* send your fee with the application form. Once the application has been reviewed and approved, you will be invoiced for the amount due. DON'T FORGET: BROCHURES CANNOT BE DISTRIBUTED UNTIL YOUR REGISTRATION FEE IS PAID IN FULL.

Check the left-hand box indicating what centers you want your brochures to be in.

	+10.00	Alburgh Welcome Center, Route 2W, Alburgh
	+10.00	Bradford Information Center, I-91 North, Bradford
	+10.00	Capital Region Visitors Center, 134 State Street, Montpelier
	+20.00	Derby Line Welcome Center, I-91 South, Derby Line
	+20.00	Fair Haven Welcome Center, Rte 4 at NY Border, Fair Haven
	+10.00	Georgia Northbound Information Center, I-89 North, Georgia
	+10.00	Georgia Southbound Information Center, I-89 South, Georgia
	+50.00	Guilford Welcome Center (Southeastern VT) Interstate 91 North, Guilford
	+50.00	Hartford Southbound Welcome Center, I-91 South, Hartford
	+10.00	Lyndonville Information Center, I-91 South, Lyndonville
	+20.00	Randolph Southbound Information Center, I-89 South, Randolph
	+50.00	Sharon Northbound Information Center, I-89 North, Sharon
	+10.00	Waterford Welcome Center, I-93 North, Waterford
	+10.00	White River Junction Welcome Center, 100 Railroad Street, WRJ
	+50.00	Williston Northbound Information Center, I-89 North, Williston
	+20.00	Williston Southbound Information Center, I-89 South, Williston
	+50.00	P & H Truck Stop Information Center , Exit 17, Wells River (LIMITED SPACE AVAILABLE)
	+50.00	Bennington Welcome Center, Route 7, Bennington <i>(Anticipated opening 9/1/13)</i>
		Subtotal for Pricing Formula. Enter this amount on Line 1 of the following page.

DO NOT LET THIS PAGE INTIMIDATE YOU! FOLLOW CALCULATIONS THROUGH TO THE END AND YOU WILL WATCH YOUR COST REDUCE DOWN DRASTICALLY!

MAY 1, 2013– APRIL 30, 2014

1	Total cost for Centers selected for distribution (from previous page 5)	\$
2	Number of Months (1-12 months) Start Date: _____ End Date: _____ (Dates are within the timeframe 5/1/13-4/30/14)	X
3	Line 1 x Line 2	\$
4	Total Quantity Estimate: _____ (Enter factor from range below) Less than 5,000 = .7 5,001 – 10,000 = .8 10,001 – 30,000 = .9 More than 30,000 = 1.2	X
5	Line 3 x Line 4	\$
6	Size of publication Standard (4" X 9") = 1.0 Oversize (any width greater than standard) = 1.3	X
7	Line 5 X Line 6	\$
8	Unit weight of publication (Enter factor from range below) Less than 1 oz. = .3 1 oz. – 4 oz. = .5 4 oz. – 6 oz. = .7 over 6 oz. = 1.0	X
9	Line 7 X Line 8	\$
10	Now add on Administrative Fee per registration	+ \$45.00
11	Line 9 + Line 10 Your total registration fee	\$

****THERE IS A \$100.00 MINIMUM COST PER REGISTRATION**, i.e., if your registration cost is \$50.00 + Admin. Fee of \$45.00, the total would be \$95.00, but because of the minimum, your fee would be \$100.00. *Please do not send a check now. You will be invoiced when this application is reviewed and approved.*

Brochure Title: _____ Previous Reg. # _____

Business Name: _____

Contact: _____

Street Address: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Business Tel.: _____ Fax: _____

E-mail: _____

Web Site: _____

Return completed and signed forms with one copy of your brochure by mail, FAX or e-mail to:
FAIR HAVEN WELCOME CENTER, PO BOX 186, FAIR HAVEN, VT 05743.
FAX TO: 802-265-2136

E-MAIL TO: CINDY.ROBERTS@STATE.VT.US

Note: We recommend keeping a copy for your records.

SHIPPING ADDRESS TO SEND BROCHURES/PUBLICATIONS TO THE WAREHOUSE:

**MAXHAM WAREHOUSING COMPANY, 51A MINISTER BROOK ROAD, WORCESTER, VT
05682**

Mon.-Fri., 7:30-3:30 – 1-866-540-6335

SPECIAL HIGHLIGHTS
THESE ARE YOUR RESPONSIBILITY

NO CASES OVER 25 LBS.

THE 3-INCH BUNDLING GUIDELINES ARE CRITICAL

This Will Prevent Delays and Extra Expense To You When Followed.

PAYMENT REQUIRED BEFORE DISTRIBUTION BEGINS.

**WATCH FOR EMAILS FROM MAXHAM WAREHOUSING (maxham@comcast.net).
THIS IS YOUR NOTIFICATION OF LOW INVENTORY.**

**WAREHOUSE SHIPPING ADDRESS IS MAXHAM WAREHOUSING, 51A MINISTER BROOK
ROAD, WORCESTER, VT 05682. (Telephone: 866-540-6335) 7:30 a.m.–3:30 p.m.**

**THE BROCHURE/PRINT MATERIAL GUIDELINES CAN BE FOUND ONLINE AT
http://bgs.vermont.gov/information_centers/forms.**

